

**IN THE CLAIMS:**

Please cancel claims 9-18 and enter the following claims:

19. A molecular regulatory circuit delivered into a cell for activation of a gene of interest by a single transient stress comprising a gene for a transcription factor and the gene of interest, whereby the transcription factor is first expressed in response to the transient stress and thereafter activates transcription of the gene of interest and its own expression.
20. A molecular regulatory circuit delivered into a cell for activation of a gene of interest by a single transient stress and a second stimulus comprising a gene for a transcription factor and the gene of interest, whereby the transcription factor is first expressed in response to the transient stress, acquires activity in the presence of the second stimulus and thereafter activates transcription of the gene of interest and its own expression.
21. A method for activation of a gene of interest in a cell by a transient stress, comprising delivering into the cell the molecular regulatory circuit of claim 19 and subjecting the cell to the transient stress resulting in expression of the transcription factor of the molecular regulatory circuit, the transcription factor activating transcription of the gene of interest and its own expression, thereby achieving sustained expression of the gene of interest.
22. A method for activation of a gene of interest in a cell by a transient stress and a second stimulus, comprising delivering into the cell the molecular regulatory circuit of claim 20 and subjecting the cell to the second stimulus and the transient stress resulting in expression of the transcription factor of the molecular regulatory circuit, the transcription factor activating transcription of the gene of interest and its own expression, thereby achieving sustained expression of the gene of interest.